

Professional Profile

Goal-oriented brand and content strategist, who is currently partnering with companies to evolve their global marketing strategy. Experience in utilizing digital and social insights, and new technology, to develop brand positioning platforms that personally connect with target consumers.

Brand Experience

KFC, Credit Karma, Burger King, Tide, RoundUp, Humana, Cheerios, Walmart, Ninja, Mucinex, Lysol, Twisted Tea, + more

Experience

MullenLowe, Boston, MA / New York, NY / Los Angeles, LA - September 2019 - Present

SVP Group Strategy Director

- Partnering with senior-level clients to develop and execute compelling brand positioning and content strategies
- Facilitate customized working sessions to educate clients on strategic best practices and emerging digital trends
- Managing a team of brand, digital and social strategists across multiple offices
- Lead new business pitches to bring new clients to the agency

Boston University, Boston, MA - January 2020 - Present

Adjunct Professor - Advertising & Communications

- Teach an advertising class that focuses on creative strategy, insights, brief writing, and campaign development

SharkNinja, Boston, MA - May 2019 - August 2019

Brand and Communications Strategy Consultant (Sr. Director level)

- Defined the global brand positioning and launch campaign for the Ninja Foodi sub-brand
- Redefined Ninja's content strategy to deeper connect with key targets through digital and social

MullenLowe, Boston, MA - April 2016 - May 2019

VP Strategy Director

- Managed a team of brand, digital and social strategists across the Boston and New York offices
- Defined key KPIs for clients to ensure campaigns were successful and met their business objectives
- Conducted A/B testing to optimize content and ensure efficient, effective media performance
- Developed an award winning global social strategy for Burger King that raised consideration for their 18 - 34 target
- Raised Burger King's social mention volume and content engagement rate by 20%
- Defined a social media acquisition strategy for U.S. Cellular that lowered digital cost per purchase by 60%

Saatchi & Saatchi, New York, NY - July 2015 - April 2016

Digital & Social Director

- Served as the strategic lead for social and digital efforts; supporting Tide and Walmart in achieving their marketing goals
- Partnered with digital vendors (Facebook, Google, Twitter, Snapchat, Pinterest, etc) to develop innovative executions
- Developed social video campaigns that grew ad recall & consideration of a new Tide detergent by 50% (on IG & FB)
- Developed one of the most used Snapchat filters for all of 2016 for Cheerios on National Cereal Day

Genuine Interactive, New York, NY - June 2014 - July 2015

Strategy / Account Director

- Chosen as one of the core team members to open the agency's NYC office, leading all strategy
- Grew the NY business by 200% in one year, acquiring 7 new digital retainer accounts for the agency
- Partnered with the agency's key NY clients to define and evolve their social media strategy, voice and content
- Developed social content strategies for: Lysol, Mucinex, K-Y, Airborne, Airwick, + more

Genuine Interactive, Boston, MA - March 2011 - June 2014

Strategist, Community Manager, Account Executive, Account Supervisor

- Managed digital and social projects while working with full UX, design, web development and analytic teams
- Collaborated with partner PR, Creative and Event Marketing agencies to develop cohesive digital campaigns
- Acted as a community manager for the Frank's RedHot, Lysol and Twisted Tea Twitter and Facebook pages

Small Army, Boston, MA - August 2010 - January 2011

Social Media Strategy & Account Intern

Education

Salve Regina University, Newport, RI • Graduated in May of 2009

Major: Marketing • **Minors:** Graphic Design / Business Administration • **Study Abroad Program:** Rome, Italy - 2007